Wakefern Food Corporation
RJR Price Plus Schedule
4th Quarter 1995

Brand	*Value*	*Program Dates*
Worth	*$2/carton*	*Sept. 3-Oct. 7*
Winston	*$2/carton*	*Oct. 8-Nov. 4*
Doral	*$2/carton*	*Oct. 8-Nov. 4*
Worth	*$2/carton*	*Nov. 5-Dec. 9*
Winston	*$2/carton*	*Dec. 10-Jan. 6*
Doral	*$2/carton*	*Dec. 10-Jan. 6*
Worth	*$2/carton*	*Dec. 10-Jan. 6*

Retail Representative Responsibility

1. *Contact stores w/o Program to ensure that Shop Rite Price Plus advertising is placed. Each store has a person assigned to make Price Plus Signs. Contact this person, have a sign made and placed in the cigarette sales area.*
2. *See cigarette order clerk. Ensure that clerk is made aware of the current Price Plus Program. Write extra order if possible.*

Wakefern Responsibility

1. *Make distribution of Price Plus Brands to stores one week prior to Program start.*
2. *Each store to make its own Price Plus Signs and affix special shelf talkers.*

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Source: https://www.industrydocuments.ucsf.edu/docs/sgwy0000